

THE WHITE HOUSE

The Store of Service.

ECONOMY
BASEMENT
SHOES

Saturday Only

The opening of our new and enlarged Economy Basement Shoe Department has been a boon for hundreds and hundreds of economically inclined women—and the prices we quoted last Saturday have had "the town by the ears" ever since—imagine getting good wearable shoes at 3.98 and 4.98—well they got them and tomorrow we come right back with more sensations—all we ask you to do is to come and see—extra salespeople to wait on you—come in the a. m. please.

High Boots
For Spring

Read Carefully — Women's High Grade Lace Boots, made of good quality dark brown kid leather, full 10-inch tops, flexible leather soles, Louis XV and military heels, a positive sensation—Saturday only, at the ridiculously low price of

5.98

Brown Kid Lace Boots, high and low heels, Black Kid Lace Boots, high and low heels, High Lace Boots with patent laces, dark grey cloth tops, low heels; High Lace Boots with colored tops—all at the mere pin money price of

4.98

PUMPS
OXFORDS

Pumps and Oxfords, high and low heels, come in brown kid, patent leather and kid and gunmetal—all the new spring styles, all sizes, good quality—if you don't think it possible to offer good low shoes at this price, come in and see for yourself. Saturday only, at pair,

4.98

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BASEMENT

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You Will Save Money at the WHITE HOUSE Tomorrow

March Sale of Smocks--Look at the Prices

They Hardly Cover Cost of Trimmings and Material, Sizes 18-22



Materials
Panama Cloth, Ramie Linen,
Linen, Seersucker, Gabardine,
Japanese Crepe, Lawn,
Voile, etc.

1.98 -- 2.98 -- 3.98
Val. to \$3 Val. to \$4 Val. to 5.50

Colors
Rose, Copenhagen, navy,
pink, white, gray, sky blue,
mauve, turquoise, purple,
etc.

This is positively a sensational sale of new Novelty Smocks—every one of them is good value at the original price—all quality bearing and beautiful—all the newest ideas represented—and just look at the prices—would you care to make one—so pretty—at the prices we ask tomorrow? We have your size, 18 to 22—see these smocks in our Show Window—Main Floor. Please come early for these.



See Window

TOILETS

50c Milkweed Cream...39c
25c Woodbury's Face Pow...19c
50c Well's Shampoo...39c
25c Dr. Lyon's Tooth Powder 19c
75c Lila de Rigaud Talcum 59c
25c Holmes' Frostilla...21c
50c Non Spi...39c
15c Peroxide...11c
Palmolive Soap...9c
50c Hyglo Manicure Sets...39c
25c Listerine...19c
60c Eau de Quinine...49c

Extra Special
9 to 1

50c Tubes Pepsodent...39c
Tooth Paste...39c
\$1 Size Laxoria...79c
Mouth Wash...79c
12 1/2 Packages Lux...10c
Washing Soap Flakes...10c

Main Floor

TWO EXTRA SPECIALS in SKIRTS

Sport Skirts---Spring Styles

Wool Plaid Skirts

\$15-17.50 VALUES

Plaid Skirts are all the "go"—and here is an opportunity to get one at a bargain—large and small plaids—individual effects in sports models with pockets, narrow and wide belts—tan, brown, gray, purple, green, black, white, etc.—\$15 and 17.50 values, at

12.95

Second Floor

SKIRTS--For Spring and Summer

22.50-\$25-27.50 VAL.

19.50

Second Floor



Lucky the woman who gets one of these stunning skirts at 19.95 — some are accordin pleated, others in box and side pleats, some circular styles—beautiful colors and patterns—new pocket effects—sports skirts—all new—22.50, \$25, 27.50 values, at

Children's Dept.---Sensational Savings

Colored Silk Dresses 29.50

39.50 Values--Save \$10



Colored Silk Dresses for Girls, sizes 10 to 17 years. The saving on each new spring dress is exactly \$10. This is the time to get a beautiful Tulle and Georgette Dress for Spring and Easter wear. Small women who wear size 15, 16 or 17 should make this \$10 saving tomorrow—we will match these dresses against any 39.50 values anywhere, at—29.50

Organdy--Lawn Dresses

White Organdy and Lawn Dresses for Junior Girls and Children, sizes 8 to 16 years—just in time for Easter, beautiful dresses of organdy and lawn, trimmed with fine lace and ribbon sashes, some slightly muslin—\$8.50—\$10 values. Special at

6.98

Wash Dresses
2.98

3.50-\$4 Wash Dresses for Children 6 to 14 years. Those who have bought gingham lately know they cannot make dresses like these at 2.98. Gingham, Linen, Chambray and Washable Tailored Dresses 3.50-\$4 val. at

2.98

Middy Smocks

This is a very special sale of new Middy Smocks, hand embroidered—all colors and combinations—all styles—3.50 and \$4 values at

2.98
\$3 values
1.98

COMING MONDAY
The Public Request Sale idea has taken El Paso by storm, hundreds of votes have come in from El Paso and all sections of the Southwest—after tabulating the votes we find that the majority of women want and need and request Suits—and more Suits—and of course suits it is—and at reduced prices—watch Saturday's Herald and Sunday's Times for details of Public Request Sale (No. 1) of suits which begins Monday morning.

Public Request
Sale No. 1--

High Grade Merchandise "SLASHED"

IN THE

Saturday
Only

ECONOMY

BASEMENT

Saturday
Only

Ready-Made Domestic Dept.

We ask shrewd shoppers to see these SATURDAY ONLY bargains from our Ready-Made Domestic Department—these values are unmatched—the quality the very best, and rest assured the merchandise will give service—don't fail to come in tomorrow and share in these fine bargains.

SHEETS!

81x90 2.49

We asked our buyer about the 20c reduction—he laughed and said, "Don't worry—the people know they cannot duplicate these sheets at anywhere near 2.69"—see and judge—fine, soft muslin sheets, 81x90, for large double beds—suitable for hotels and rooming houses—Saturday only, at

\$2.49

SHEETS!

72x90 1.19

Good durable Sheets, size 72x90, the double bed size, made of fine soft muslin, thoroughly seasoned—you are not "always buying sheets" when you get quality like this—cheap at 1.49—Saturday only—at 1.19.

BED-
SPREADS

5.98

Another unusual bargain—Satin Bed Spreads in Marseilles patterns, large block designs—extra large spreads—wonderful value at 5.98.

SPLENDID MILLINERY

Economy
Basement

100 TRIMMED HATS

Economy
Basement

These hats—have their "ups and downs"—for they come in all the latest styles, brims and straws, and the trimmings are gorgeous—mostly French flowers and ribbons—we advise everyone who needs a new spring hat to take advantage of this offering, at

4.98

4.98

VAL. TO \$10

THE WHITE HOUSE

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7.50

VAL. TO \$12.50



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SALE
Children's
SHOES

MAIN FLOOR

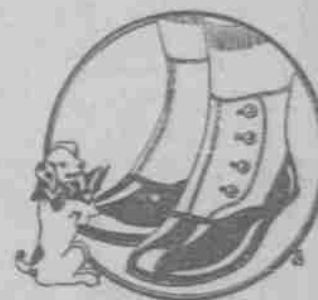
MOTHERS,
READ

We need room in our Main Floor Shoe Department, and herewith take a very determined way to get it—Every mother, guardian or relative of a child who takes advantage of this very special sale of high-grade children's shoes will profit handsomely, as these shoes we purchased or had under contract for over two years, and at that time we congratulated ourselves on our good fortune in getting them at a low price—you may readily understand what values you will get tomorrow in Children's Shoes still further reduced—remember new and wanted Footwear for children—tomorrow only.

Children's
SHOES

LEATHERS

Patent with kid tops: all-kid leather; kid with cloth tops: all calfskin; smoked elk skin; tan elk skin; tan calf, etc., etc.

Prices Vary
Sizes Vary

Sizes

5 to 8 From

2.24 to 3.14

8 1/2 to 11

2.69 to 3.69

11 1/2 to 2

2.69 to 5.39

Main Floor

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NOTICE—All Votes From Now On Will Be Credited to Future Public Request Sales.